

NOA NOA  
COMMUNICATION ON PROGRESS  
2013



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## Introduction

This is Noa Noa's Second Communication on Progress report.

The report covers Noa Noa's ethical guidelines and aims for the future. CSR has been part of Noa Noa's business practice for many years and goes hand in hand with our value of acting responsibly.

We are proud to be a part of the United Nations Global initiative. We regard the initiative to be an important aspect in achieving our vision of becoming a world known life style brand.

## CEO statement

To our stakeholders:

I am pleased to confirm that Noa Noa reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to share this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Henrik Aaen Kastberg  
CEO



# OUR ETHICAL GUIDELINES

## **Making our vision a reality**

We believe that corporate social responsibility (CSR) as an integral part of our business is critical to ensuring a strong Noa Noa and making our vision of becoming a world-wide lifestyle brand a reality.

## **Acting responsibly**

We will approach CSR and promote an ethical supply chain in accordance with our values and within the framework of our membership of BSCI and the ten principles of UN Global Compact on human rights, social, environment and anti-corruption.

## **Complying with law and international recognized rights and standards**

We are committed, wherever we operate and at all times, to comply with all applicable laws and regulations, the ten principles of UN Global Compact, and the requirements following from our BSCI membership.

## **Managing expectations**

We will in a clear, adequate and timely manner make sure that our employees, partners, and suppliers are familiar with what we require of them in relation to human rights, labour, environment and anti-corruption. We will be open and honest about the challenges we might face and take responsibility for solving. And we will communicate our objectives and the results we achieve as soon as possible.

## **Growing employees' team spirit**

We believe that we can achieve more as a team than as individualists. We value diversity and assist each other. Our behavior is constructive and we seek individual solutions to individual problems and resist all aspects of discrimination and harassment.

## **Supporting our Suppliers' ethical efforts**

Accepting that we cannot guarantee that ethical problems may not arise in our supply chain, we consider it essential that our products are manufactured and handled in a proper and responsible manner by our suppliers. To that end we ask every supplier to accept, sign and follow our Suppliers' Code of Conduct (CoC). The CoC is based on the ten principles of Un Global Compact and the BSCI Code of Conduct, and it provides our suppliers with the ethical roadmap when working with Noa Noa. Our membership of BSCI constitutes the main tool for translating the intentions of the CoC into reality. According to the BSCI compliance system we call for self-assessments, monitor compliance, commission external audits and facilitate corrective measures and training when needed. If a supplier fails to comply with our CoC we will always respond in an effective and appropriate manner and, whenever possible, we will opt for a response facilitating corrective measures and leading to progress. However, in the event of gross negligence on behalf of a supplier, we will not hesitate to terminate a contract if appropriate.

## Protecting our brand

We insist that every individual representing Noa Noa is under a special obligation not to engage in any activity (both in words and action) that compromises our ethical guidelines including corruption in all its form. See management guidelines [Management Guidelines.docx](#)

## Animal Welfare

At Noa Noa we are strongly opposed to any form of animal cruelty including methods such as mulesing. We strive for only using leather, fur, feathers, and wool from animals used for food production.

## Limiting our environmental impact

We will monitor our environmental footprint and continuously look for possible ways of reducing our energy consumption, improving the sustainability profile of our packaging, increasing recycling of unsold clothing, as well as promoting environmental friendly manufacturing in the supply-chain.

We will monitor our environmental footprint and continuously look for possible ways of reducing our energy consumption.

## Easing difficult life circumstances for children and women

We will, while respecting the integrity of our brand and customers, support projects helping children and women in operating countries and main supplier countries.

Noa Noa collaborates with SOS Children Villages, an independent international NGO development organisation, which works to improve Children's rights and living conditions.

In Denmark Noa Noa collaborate with the organization Børnehjælpsdagen.

### Labour and Human rights and Social responsibility

Through our membership of BSCI and the ten principles of UN Global Compact we support initiatives to improve Labour and human rights in our production countries.

Our aim for the past year was to engage in 2 yearly SOS children village events and other projects that could help to raise funds and awareness for children's rights and Social responsibility.

Funds raised are donated to a SOS children Village in Mussoorie in Northern India.

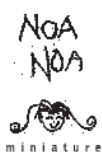
Noa Noa did run 2 projects, where non profit products were sold and surplus donated to SOS children villages.

Our aim for next year is to continue to raise funds and awareness through at least 2 projects/events towards SOS children Villages.

Noa Noa has in the past year also engaged in social responsibility activities in Denmark.

Noa Noa has engaged in collaboration with Børnehjælpsdagen. The aim is to help children in need.

Our aim for 2013/2014 is to continue this engagement.



### Environment

We will continuously look for possible ways of reducing our energy consumption and CO2 footprint.

We aim for all production transport from Far East to go by sea rather than air.

And we aim for all European transport to go by truck rather than air.

Approx. 80 % go by sea/truck to day.

Our aim for 2013/14 is to keep this level.

Our goals for the past year was to quantify and increase the use of sustainable materials, when it comes to polybags, cardboard boxes, gift wrapping, printed marketing materials.

We did manage to integrate sustainable materials in almost all our printed marketing materials.

The aim for quantification will continue in 2013/2014.



## Recycling

We focus on recycling and will continue to do so.

We recycle our paper, printer ink, packing materials, food waste from the canteen.

Printer Ink containers are recycled through "Tonerindsamlingen".

In 2013/2014 we will continue to recycle. Our aim for the coming year is to quantify the effort.

## Anti-Corruption

Noa Noa does not engage in business relations with customers, suppliers or partners where corruption, bribe or personal relations / gifts are necessary to drive business. No employee are allowed to take bribe, Noa Noa has a zero tolerance for misuse of means, fraud and theft.

Noa Noa does not allow any of above components to drive our sales, we rely on standard terms and the design and products in itself to be competitive and satisfy the customer need and grow the business. Decisions taken can only be based on a sound financial basis and deviations from these guidelines are considered inappropriate behaviour.

The Anti-Corruption guidelines have been incorporated in our management guidelines.

## Conclusion

Noa Noa is looking forward to continuing the work with the United Nations Global Compact. We will continue our responsible journey towards our supply chain, society and environment.

Our goal of integrating the COP as part of our financial report has been accomplished.



